



Business Location Summary
Location in District 4

Corporate Information: Hello Metro Inc.
131 East Court Avenue, Ste 300
Jeffersonville, IN 47130

Category:
Attraction

Metro Location: 455 South 4th Street, Suite 310
Louisville KY 40202

Web Site: www.hellometro.com

Business/Project Description: Hello Metro Inc. was founded in 2001 as a web development firm. The Hello Metro Network offers users the opportunity to get to know a city through local history, attractions, events, local blogging, real estate, restaurants, jobs, Yellow Pages, White Pages, lottery results, movie show times and more. The city sites begin with the “Hello” name plus the city name (i.e. www.HelloLouisville.com, etc.). Content is driven by its access to YellowPages and WhitePages information. HelloMetro’s more than 2 million monthly unique visits are driven organically, as well as through advertisements placed with Google. Bringing an additional 200,000 to 600,000 visitors each month, site visits from Google help allow the top sixty HelloMetro Network city domains achieve top ratings. Over the last year, the company has spent more than a half million dollars in developing the user-generated local platform. The company has also invested heavily in a solid hardware network, software, and in building its staff, including developers/system administration technicians, content writers, finance and accounting teams and in sales and marketing. The biggest opportunity for the HelloMetro Network is to continue building its sales team.

Primary Incentive requested: ☒ KJDA ☐ KIDA ☐ KEIA ☐ OTHER(s)

Local Participation: The recommended local occupational tax participation level is **1%**.

KEDFA Proceedings:

Preliminary Approval Date:	September 25, 2008
Final Approval Date:	Expected September, 2009
Activation Date:	Expected September, 2010

Projected Investment and Employment:

Existing Local Employment: 10	Total Square Footage: 5,000
Jobs to be created at activation: 17	Ultimate Investment: \$30,775
Average F/T Salary: \$97,083	New Payroll at activation: \$1,165,411

Local Annual Economic Impact at Activation (year one):

	Direct Impact (spin-off)	Total Impact
Projected tax revenues	\$24,384	\$38,311
*Local KJDA benefits	\$5,378	\$5,378
Net benefit to community (Local new taxes, less incentives)	\$19,006	\$32,933

State to Local Participation Ratio is 94% from the State with 6% local participation for KJDA.